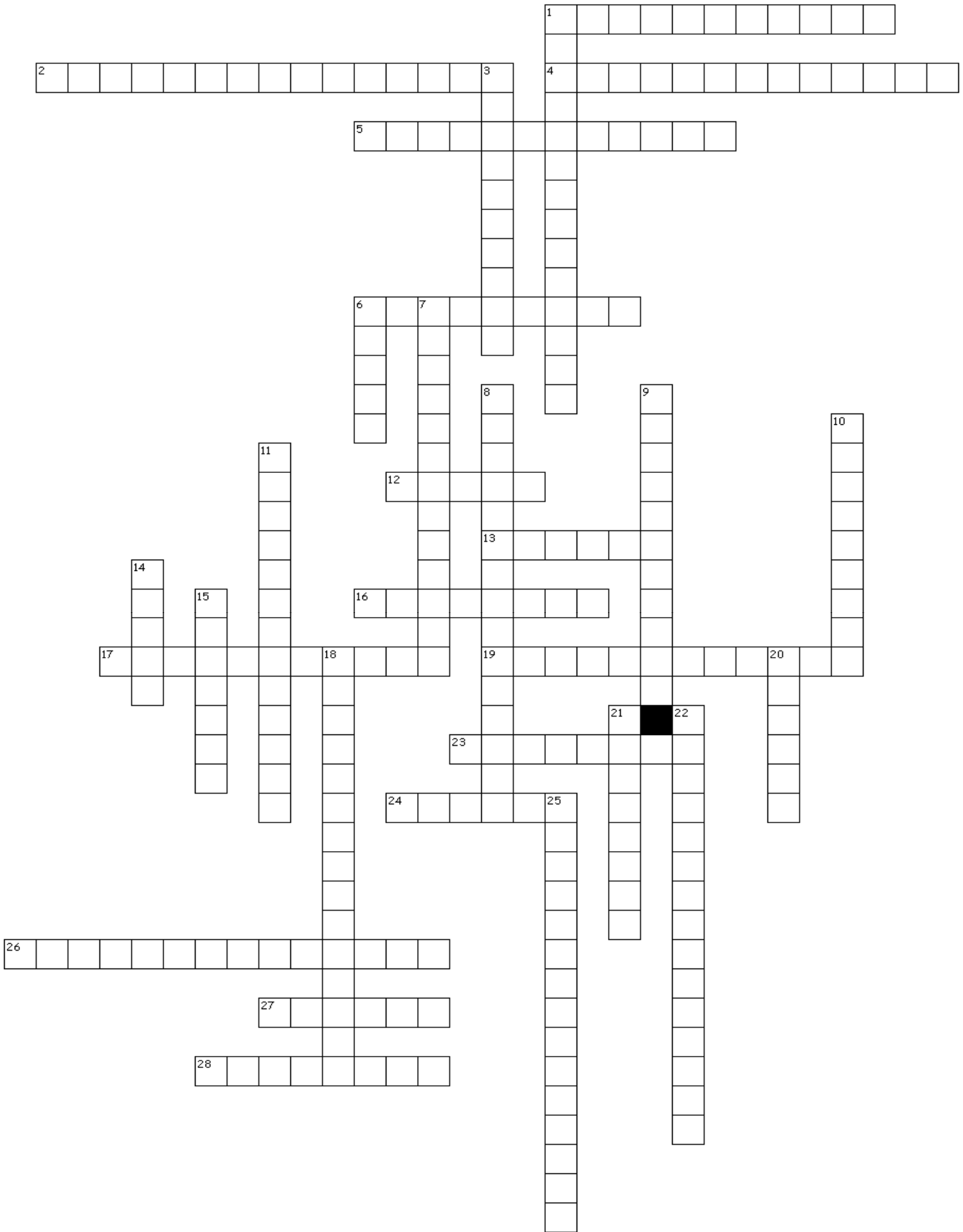


Standard 3 Crossword



Across

1. Increased _____ is one of the main reasons for the decrease in the use of mass marketing.
2. In business-to-business marketing, _____ is very important.
4. When sellers design products that will appeal to most buyers and direct their marketing activities to the whole market, they are engaging in _____.
5. During the _____ phase of the product life cycle, the company incurs costs for educating consumers, building widespread dealer distribution, and encouraging demand.
6. _____ includes news releases and feature stories in newspapers or on news programs.
12. Geographic segmentation is important in _____ markets due to limited trading areas.
13. After the _____ market is defined, marketers shape a basic product into a total product/service concept.
16. During the _____ stage of the product life cycle, the marketplace becomes saturated with competing products and the number of new customers decreases, causing sales to reach a plateau.
17. _____ segmentation is based on statistical characteristics, such as age, sex, or ethnicity.
19. Market _____ allows marketers to divide the total market for products into smaller, more specific groups.
23. If supply remains constant and demand increases, prices tend to _____.
24. Avon and Amway are examples of _____ distribution.
26. _____ is designed to supplement the marketing mix for short periods of time.
27. The _____ phase of the product life cycle is characterized by rapid market expansion.
28. If a customer buys an item for a baby shower, her purchase is an example of an _____ response.

Down

1. The promotion element includes all the marketing-related _____ between the seller and the buyer.
3. When marketers look at the kind of activities people participate in based on where they live, such as snow skiing in Utah, they are segmenting the market based on _____ factors.
6. When developing the marketing mix, the _____ element must be consistent with the brand's image.
7. Dividing consumers into groups according to their response to a product is known as _____ segmentation.
8. If a woman buys Tide over less expensive brands of detergent, she is exhibiting a _____ in her shopping patterns.
9. The purpose of _____ is to inform, persuade, and remind customers about particular products and services.
10. A primary disadvantage of market segmentation is that it increases _____ costs.
11. The basis for _____ segmentation is lifestyles and personalities.
14. An advantage of mass marketing is that it has _____ promotion costs.
15. The most important element of the marketing mix is the _____ concept.
18. _____ is an extremely credible brand-building tool that should always be integrated into a company's communications mix.
20. When marketers segment the market based purchasing power, they are basis their segmentation on the consumers' _____ level.
21. _____ influences that affect the price of a product include economic conditions, government regulations, and marketing costs.
22. If a daycare provider buys a 15-passenger van in order to accommodate the many children she transports to and from school, her purchase decision will be classified as _____ within behavioristic segmentation.
25. _____ is the identification and selection of markets for a business or a product.

Standard 3 Crossword Key

Across

- 1. Competition
- 2. Personal Selling
- 4. Mass Marketing
- 5. Introduction
- 6. Publicity
- 12. Local
- 13. Target
- 16. Maturity
- 17. Demographic
- 19. Segmentation
- 23. Increase
- 24. Direct
- 26. Sales Promotion
- 27. Growth
- 28. Occasion

Down

- 1. Communications
- 3. Geographic
- 6. Place
- 7. Behavioristic
- 8. Loyalty Response
- 9. Advertising
- 10. Promotion
- 11. Psychographics
- 14. Lower
- 15. Product
- 18. Public Relations
- 20. Income
- 21. Variable
- 22. Benefits Derived
- 25. Target Marketing